Training Collateral Duty PAOs

FEB 14

CNSP Public Affairs Office

Levels of Communication

Levels of War	Levels of Communication
Strategic	Strategic (CNO, CHINFO)
Operational	Operational (TYCOM, Fleet)
Tactical	Tactical (Ship, Unit)

What is news?

News - The communication of selected information on current events. It is shared in various ways: among individuals and small groups (such as by word of mouth or newsletters); with wider audiences (such as by publishing, either in print or online, or broadcasting, such as on television or radio); or in ways that blend those traits (social media).

News is what people are talking about!

Elements of Mass Appeal

S – Suspense	**Navy Crew Arrives to Assess Pirate Situation**
P – Proximity	**National City Celebrates San Diego Sailors of the Year**
I – Immediacy	**Navy Helicopters Help CALFIRE Fight Wildfires**
C – Conflict	**USS Carney Disrupts Pirate Attack in Gulf of Aden**
E – Emotion	**CPO Selectees Bring Back National Anthem to Little League Sports**
C – Consequence	**USS Mahan Awards 13 Sailors Non-Judicial Punishment**
O – Oddity	**Peleliu Boasts New Mom Among Group of New Dads**
P – Prominence	**SECNAV Visits USS Freedom in Singapore**
P – Progress	**Keel Laid for Future USS John Finn**
S – Sex (Gender)	**First Female Submariners Report to Sub School**

Navy News Basics

- **Inverted Pyramid** style of writing

- 8-12 paragraphs (one or two sentence paragraphs OK)

- Lead – 1st paragraph (who, what, where and when); one sentence, 30 words or less

- Bridge – 2nd paragraph (W.A.I.T.S.); one sentence, 30 words or less

- Information, quotes and paraphrased quotes

- Conclusion – Final paragraph about the ship (history, current ops, etc.) that can be used on several stories.

Themes and Messages

CNO

- **Warfighting First**
- **Operate Forward**
- **Be Ready**

SURFOR/CNSP

- **Developing Our Sailors**
- **Training Our Crews to Fight and Win**
- **Providing Warships Ready for Combat**

*****Awards and recognition stories.**

Themes and Messages

Makin Island Sailors Attend CPO 365 Leadership Symposium

By Mass Communication Specialist 1st Class Ronald Gutridge, USS Makin Island (LHD 8) Public Affairs
SAN DIEGO (NNS) -- Nearly 200 first class petty officers and chief petty officers (CPO) assigned to amphibious assault ship USS Makin Island (LHD 8) gathered at the base theater on board Naval Base San Diego to take part in the ship's first CPO 365 leadership symposium April 4.

Makin Island's symposium served as a forum to help the ship's first class petty officers improve their leadership skills, learn more about Navy history and heritage, and gain insight on what is expected from them by the ship's senior leadership.

"The state of the Navy is based on the state of the nation, and here on Makin Island we must all lead by example and treat all with respect regardless of pay grade, race or gender," said Makin Island Commanding Officer Capt. Cedric E. Pringle, whose opening remarks kicked off the half-day event. "Excellence is always our standard, and we as leaders are in complete control of our environment and must train our young Sailors by the book, with precision. None of this comes without hard work."

Expeditionary Strike Group 3 Senior Enlisted Leader Command Master Chief Rosa Wilson, also spoke to symposium participants during the opening session.

"As first class petty officers, you will be tested, tried and accepted during your 365 training," Wilson told the group. "You must expand your knowledge and leadership skills, take ownership of your actions and believe in yourself. If you apply these things everyday, you will continue to see positive results throughout your Navy career."

The CPO 365 training program was first launched in 2010, under then Master Chief Petty Officer of the Navy (MCPON) Rick West. Current MCPON Michael D. Stevens revised the program for 2012-2013, amending course curriculum and reinforcing a year-round training schedule for all first class petty officers.

"Training on the 'Brilliant on the Basics' concept, core values and high standards should be, and will be, non-stop on the road to becoming a Navy chief," said Makin Island Command Master Chief Steven Alt, who organized the symposium. "Being proactive and constantly engaged in your Sailor's lives, both on and off duty, will allow you to gain responsibility, accountability and respect which are very important key elements of being a successful CPO."

Alt said one part of Makin Island's CPO 365 program that is different from most of the fleet is that the ship's first class

Each of the teams is also led by a group of master, senior and chief petty officers. Alt said the goal of this organizational structure is to make training more in-depth and give participants a smaller group in which to discuss Navy and command policies.

As part of the symposium, a member of each team presented the history of the team's namesake by telling the story of that particular CPO in naval history.

Training for the group during the symposium also focused on the chief of naval operations' three tenets of "warfighting first, operate forward and be ready."

First class petty officers who attended said they enjoyed the training and format in which the information was presented.

"This symposium offered a lot of important information and was a great stepping stone for leadership training, not only for junior first classes, but for all who attended," said Engineman 1st Class Jevaras Barber from Makin Island's engineering department. "I am also looking forward to future symposiums and training sessions, because I think it is a great way to prepare for advancing to that next level of leadership."

CPO 365 is just one of the many personal and professional development programs available on board Makin Island. These programs have helped to create a "continuum of professionalism" for all Makin Island Sailors from the moment they receive orders to the ship throughout their entire time on board.

Makin Island returned from a seven-month deployment June 22, making history as the first U.S. Navy ship to deploy using a hybrid-electric propulsion system. By using this unique propulsion system, the ship saved more than $15 million in fuel costs and the Navy expects to see fuel cost savings of more than $250 million, over the course of the ship's lifecycle. Lessons learned during Makin Island's maiden deployment prove the Navy's commitment to energy awareness and conservation and will positively influence future ship designs for several decades.

This initiative is one of many throughout the Navy and Marine Corps that will enable the Department of the Navy to achieve the secretary of the Navy's energy goals to improve our energy security and efficiency afloat and ashore, increase our energy independence and help lead the nation toward a clean energy economy.

The ship is currently undergoing a planned maintenance availability (PMA) at Naval Base San Diego. During this seven-month PMA period, Makin Island will receive numerous equipment upgrades, modernization, and general repairs. The PMA period will also help to ensure the ship will reach the full service life of at least 40 years.

For more news from USS Makin Island (LHD 8), visit www.navy.mil/local/lhd8/.

Themes and Messages

Navy's SWO Boss Talks Tactical Proficiency, Career Paths and the Future of the Surface Warfare Community

From Naval Surface Force, U.S. Pacific Fleet Public Affairs

SAN DIEGO (NNS) -- The Navy's top Surface Warfare Officer (SWO) spoke to a group of 17 junior SWOs during the Anti-Submarine Warfare (ASW) Weapons Tactics Instructor (WTI) course at the Naval Mine and Anti-Submarine Warfare Command (NMAWC) in San Diego, Feb. 6.

Vice Adm. Thomas H. Copeman III, Commander of Naval Surface Force, U.S. Pacific Fleet, spoke to the group about how the course is designed to improve tactical proficiency for SWOs and support the Chief of Naval Operations (CNO) tenets of "Warfighting First, Operate Forward and Be Ready."

"New threats have emerged and evolved since the Cold War and these threats deserve respect and focused attention," said Copeman. "For too many years our community has operated under the belief that tactical knowledge somehow grows based upon age and experience alone. Developing tactics must be a core competency function, not an afterthought."

In addition to talking about standard SWO career paths and new opportunities like the littoral combat ship program, Copeman also spoke to the group about the need for a dedicated center to improve tactical competence across the full spectrum of all surface warfare mission areas.

"We expect to have the new command stood up by mid-2014," said Copeman. "This command will be tasked with development, training and assessment of surface warfare tactics, tactical proficiency and tactical capability against adversaries from the individual to the task force level."

Copeman said the core of this effort will be a surface warfare combat training continuum, which will codify the training and experience standards that officers and certain enlisted will be required to meet as they progress through their careers.

"We are intent on sending the best trained Sailors to well-armed ships with tactically proficient leadership," said Copeman. "With the NMAWC WTI courses we are showing that we are serious about building on fundamentals of war fighting in the maritime environment."

Closing his remarks with a question and answer session, Copeman answered questions on a variety of surface warfare topics before challenging the group to take what they learned back to the fleet.

"We are a professional community with global presence and a constant demand signal," said Copeman. "We need to be ready and capable when our nation calls. The NMAWC WTI course is a solid step in the right direction to improve our surface force."

Developing Sailors, training crews to fight and win, and providing warships ready for combat are the subjects of Copeman's "Vision for the 2026 Surface Fleet" which consolidates a set of objectives and policies to maximize surface force readiness by concentrating on warfighting ability, sustainable excellence and wholeness over time.

For more information on the "Vision for the 2026 Surface Fleet," visit www.public.navy.mil/surfor/pages/surface-vision-2026.aspx

For more news from Naval Surface Forces, visit www.navy.mil/local/cnsp/.

Themes and Messages

Makin Island Completes Ammunition Onload

By Mass Communication Specialist 2nd Class(SW) Princess L. Brown, USS Makin Island Public Affairs

SAN DIEGO (NNS) -- The amphibious assault ship USS Makin Island (LHD 8) successfully completed an ammunition onload, Feb. 14.

This evolution was an intricate part of the ship's preparation to become fully operational for deployment.

Sailors from weapons department worked around the clock, taking on approximately 878 pallets of conventional ordnance.

"I am very proud of each and every ordnanceman and fire controlman onboard the USS Makin Island," said Chief Aviation Ordnanceman (AW/SW) Mattie Hackney. "They worked more than 18 hours a day to ensure that the onload was completed safely and expeditiously. We had Sailors from the PCU America and the USS Peleliu to assist in this major logistical process that was necessary for the ship to become fully operational in its war fighting capabilities."

Teamwork played a major role in the success of the onload. The mission was completed by vertical replenishment with the assistance of Helicopter Sea Combat Squadron Two Three (HSC-23) and Helicopter Sea Combat Squadron Two One (HSC-21) transferring ammunition from shore to Makin Island.

"On a personal note, I feel that even though we all came from different ships, different training we all came together as a team to accomplish the onload no matter how tired we were," said Aviation Ordnanceman 3rd Class Kana Boudreaux.

Developing Sailors, training crews to fight and win, and providing warships ready for combat are the subjects of Vice Adm. Thomas H. Copeman III, Commander of Naval Surface Force, U.S. Pacific Fleet's "Vision for the 2026 Surface Fleet", which consolidates a set of objectives and policies to maximize surface force readiness by concentrating on warfighting ability, sustainable excellence and wholeness over time.

Makin Island has incorporated this vision into its day-to-day operations.

"In order to prepare for the onload there was a significant amount of time spent training personnel and preparing our spaces and equipment for it," said Hackney. "We had to ensure that each Ordnanceman was qualified in accordance with the qualification certification program to handle ordnance. There were numerous forklift classes and elevator classes conducted to ensure that we were ready for the evolution."

Commissioned in 2009, Makin Island is the Navy's newest Wasp-class amphibious assault ship capable of utilizing surface and

Themes and Messages

Carlson's Raiders Riding Club Helps Promote Motorcycle Safety for Makin Island Sailors

By Mass Communication Specialist 3rd Class Kory D. Alsberry, USS Makin Island Public Affairs

SAN DIEGO (NNS) -- The Carlson's Raiders Riding Club, a command-sponsored motorcycle club consisting of Sailors assigned to the amphibious assault ship USS Makin Island (LHD 8), hosted a motorcycle safety and awareness ride from Naval Base San Diego to neighboring Alpine, Calif., Feb. 1.

The 63-mile event was the first scheduled ride for the club in 2013 and was organized to help promote the safe operation of motorcycles, supporting the Secretary of the Navy's focus on safety as part of the 21st Century Sailor and Marine initiative.

"Statistically, most motorcycle fatalities are caused by young riders who are ignorant of or disregard Navy policy," said Aviation Ordnanceman 1st Class (AW) Rollie Sturdavant, Makin Island's riding club president. "Carlson's Raiders Riding Club events are a proactive, preventative approach to entice young Sailors and all Makin Island riders into an environment that promotes safe riding habits and provides a positive mentoring and training environment."

Sturdavant said that prior to the ride, each rider conducted a pre-ride safety inspection of their motorcycle that included checking the frame, oil, lights, other controls, wheels and tires, and ensuring they had the required personal protective equipment (PPE). Required PPE for Navy motorcycle riders includes long sleeve shirts, full-length pants, boots, full-finger gloves, shatter-proof eyewear, an approved helmet and a reflective vest.

"This event is very important to the command as it raises awareness for Makin Island Sailors who ride and that they need to get on board with our safety training, camaraderie, esprit de corps, and unity in numbers," said Sturdavant. "From the time they check in, experienced riders can mentor new riders and provide a relaxed environment for practical learning."

According to Sturdavant, the club is open to all Makin Island personnel, senior leaders to junior Sailors, with all levels of riding experience. Riders of all types of motorcycles including cruisers, street and dirt bikes are welcome to join.

"We want to promote a positive, constantly growing, rider community within our command and the San Diego region," said Sturdavant. "With the margin for error on a motorcycle being so low, no one is exempt from being susceptible to injury, or death, both of which impact the ship's ability to execute the mission."

Sturdavant said more riding events and trips are being planned in 2013 for riding club members.

"Quarterly rides are a good way to refresh ourselves with the latest riding techniques, to practice what we preach in a classroom, to assess how our individual riders are doing and provide additional hands-on training for everyone," said Sturdavant. "The motorcycle community as a whole is a small group, and we need to be sure we protect one another. To continue to ride in today's Navy, we have to stay on our 'A-game' and keep up our proficiency."

The riding club, and its focus on the safe operation of motorcycles, is supported by leadership at all levels aboard Makin Island, especially the ship's safety department.

"The key element to this club and all rides is safety," said Lt. Harriet Johnson, Makin Island's safety officer. "Safe riding habits mean Sailors get to ride for many more years because they didn't hurt themselves. They are able to decompress in a constructive manner and return to work refreshed and ready to fight."

Sailors who took part in the event said they enjoyed the opportunity to ride with other shipmates.

"The ride gave us a chance to get together with other riders on the ship and have fun together," said Logistics Specialist 2nd class Dustin Cummings, an avid motorcycle rider who is assigned to Makin Island's supply department. "We learned new skills and helped early riders by pointing out problems they may have had with their riding. It's important to me because I have the chance to police my shipmates and let them know if their bike is safe to ride."

The 21st Century Sailor and Marine initiative consolidates a set of objectives and policies, new and existing, to maximize Sailor and Marine readiness, safety, physical fitness, inclusion, and continuum of service which builds resiliency and hones the most combat-effective force in the history of the Department of the Navy.

Makin Island recently returned from a seven-month deployment and was the first U.S. Navy ship to deploy using a hybrid-electric propulsion system. By using this unique propulsion system, the ship saved over $15 million in fuel costs and the Navy expects to see fuel cost savings of more than $250 million, over the course of the ship's lifecycle. Lessons learned during Makin Island's maiden deployment prove the Navy's commitment to energy awareness and conservation and will positively influence future ship designs for several decades.

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For more information, visit www.navy.mil, www.facebook.com/usnavy, or www.twitter.com/usnavy.

Navy.mil Themes

21st Century Sailor and Marine
Global Operations
Humanitarian Operation
Environmental/Energy-saving Initiatives
Secretary of the Navy
Chief of Naval Operations
MCPON
Pay and Benefits
Personnel Policy and News
Piracy
Individual Augmentees
Wounded Warrior
Navy History and Heritage
Community Outreach
Family Readiness
Sexual Assault Prevention and Response
Health and Fitness
Safety
Diversity
Morale, Welfare and Recreation
Awards and Recognition
Current Readiness
Adverse Incident
Navy Casualty
Operation Enduring Freedom
Training and Education
Science, Technology, Engineering and Mathematics (STEM)
Future Readiness/Fleet of the Future

CNSP March Themes

Women's History Month — Diversity
Motorcycle Safety – PACFLT and CNSP Focus
Safety
Easter or Passover Services — Diversity
National Nutrition Month — Health
Girl Scout Week (10-16 March) — COMREL

Marketing Navy Stories

- SURFPAC – Sends to Navy.mil
- SURFPAC – Posts to ship's website
- Ship – Post link on social media to navy.mil or the ship' s website
- *Other outlets – Will pull from the above*
- NAVCO – Sees hometown in story and pushed the story to hometown media. NAVCO then contacts SURFPAC, who contact the ship for additional information or interviews.

News Stories

- Elements of News
- Inverted pyramid format
- Don’t reinvent the wheel

- Timeliness is the key:
  - Social Media – Same day/Day after
  - Big Navy – 3 to 4 days
  - CNSP – 7 days (No limit on websites)

Commander Naval Surface Force, U.S. Pacific Fleet

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AMERICA'S NAVY

PACIFIC FLEET SURFACE SHIPS | NEWS ARCHIVES | EVENTS | LEADERSHIP | FAMILY | SOCIAL MEDIA

Commander Naval Surface Force, U.S. Pacific Fleet

Boxer ARG 2013-14

Cobra Gold 2014

Fifth Fleet

GWCSG 2013

Koa Kai 2014

SURFACE WARFARE MAGAZINE

VISION FOR THE 2026 SURFACE FLEET

Social Media Directory

TOP STORY

USS Bonhomme Richard

apan - The forward-deployed amphibious assault ship USS
ne Richard (LHD 6) conducted an ammo on-load in preparation for
patrol.

LATEST NEWS

Bonhomme Richard Completes Maintenance Availability
SASEBO, Japan - Sailors assigned to the forward-deployed amphibious assault ship USS Bonhomme Richard (LHD 6) completed a three-month maintenance availability period.

Damage Control Drill aboard USS Shiloh
SEA OF JAPAN - Sailors assigned to USS Shiloh (CG 67) perform damage control procedures during a drill aboard the ship.

USS Denver Departs For Deployment
SASEBO, Japan - Amphibious transport dock ship USS Denver (LPD 9), departed Sasebo, Japan for deployment in 7th Fleet Area of Responsibility.

Multi-ship Exercise Koa Kai Gets Underway Near Hawaii
PEARL HARBOR-HICKAM, Hawaii - Seven Hawaii-homeported surface ships and two San Diego-based surface ships will participate in the integrated maritime exercise Koa Kai 14-1 near Hawaii starting Jan. 24 and continuing through Jan. 31.

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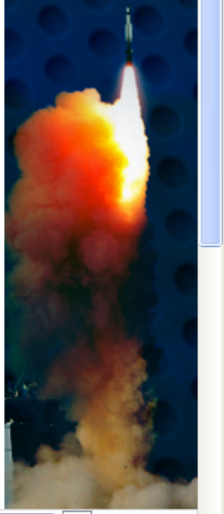

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QUESTIONS / COMMENTS / FEEDBACK

THE END